



**STATEMENT OF PROCEEDINGS FOR THE  
REGULAR MEETING OF THE  
LOS ANGELES COUNTY BUSINESS LICENSE  
COMMISSION**

**KENNETH HAHN HALL OF ADMINISTRATION  
500 WEST TEMPLE STREET, ROOM 374-A  
LOS ANGELES, CALIFORNIA 90012  
<http://board.co.la.ca.us/blc>**

**Wednesday, July 27, 2016**

**9:00 AM**

AUDIO FOR THE ENTIRE MEETING. (16-3786)

**Attachments:** [SUPPORTING DOCUMENT](#)

Call to Order. (16-3648)

**President Renée Campbell called the meeting to order at 9:02 a.m.  
Pledge of Allegiance was led by Secretary Shan Lee.**

**Commissioner Sara Vasquez joined the meeting at 9:10 a.m.**

Present: President Renée Campbell, Commissioner Sara Vasquez,  
Secretary Shan Lee, Commissioner Priscilla Cheng and  
Commissioner Genevieve Morrill

**I. ADMINISTRATIVE MATTER**

1. Approval of Minutes for the meeting of July 20, 2016. (16-3649)

**On motion of Commissioner Genevieve Morrill, seconded by Commissioner Priscilla Cheng, this item was approved with the following vote:**

**Ayes:** 4 - President Renée Campbell, Secretary Shan Lee,  
Commissioner Priscilla Cheng and Commissioner  
Genevieve Morrill

**Absent:** 1 - Commissioner Sara Vasquez

**Attachments:** [SUPPORTING DOCUMENT](#)

**II. PUBLIC HEARINGS**

2. Hearing on application for issuance of a new Information Card and Notice of Intention to Solicit to Wounded Warrior Project, Inc., located at 4899 Belfort Road, Suite 300, Jacksonville, FL 32256 located out of State. (Continued from the meeting of June 29, 2016.) (16-3154)

**Slade Dukes, Managing Counsel of Legal Services and Lindsey Warren, Assistant General Counsel spoke on behalf of Wounded Warrior Project, Inc.**

**During discussion, Mr. Dukes clarified, within the supporting documents provided by Wounded Warrior Project, Inc., there are amendments noting the change in the name from WWP to Wounded Warrior Project, Inc., and noted and are not a registered IRS Veteran organization, which are 501C(19) and 501c(23). The Wounded Warrior Project is strictly a 501c(3), a non-profit organization that focuses on the veterans and wounded warriors.**

**In addressing their response to Question #1, Mr Dukes noted the organization receives \$310,000 to \$330,000 in May and June, 2016 respectively in donations from the County of Los Angeles. There is a cycle within the charitable industry that may fluctuate in the amounts. Commissioner Morrill reiterated; that the request of the Commission for Wounded Warrior Project was to understand what solicitations happened within County of Los Angeles after the letter of Cease and Desist was sent to WWP. Mr. Dukes responded, the vast majority of donations received from zip codes identified within Los Angeles County cannot be narrowed down to when, where, and how the responses to the solicitations were in the unincorporated LA County and then donated to Wounded Warrior Project.**

**Additionally, in addressing their response to Questions#2, Mr. Dukes referred to Attachment B of the report that offers the 20 different programs. Between 10/1/15 and 7/1/16, there were 648 events took place and 211 of the events were attended or participated in by residents of LA County. President Campbell and Commissioner Morrill stated that although Attachment B describes the different programs for Wounded Warrior Project, only 12 of the 20 were actually on the report. It was not clear to the Commission which programs were held within Los Angeles County and if so, where and when were these programs/events held within Los Angeles County.**

Commissioner Morrill specified the correlation between the two on the report did not show how Los Angeles County residents would benefit from the programs that come from the solicitations. Mr. Dukes stated their programs are not located by demographic or location.

Secretary Lee noted the number of Registered Alumni in Los Angeles County is only 901 and that Los Angeles County has a population of around 10 million, about 1/3 of the entire California population, but the Registered Alumni in LA is well under represented, compared to the State of California's 7,199. He questioned how the outreach program was done in LA County. In response to Secretary Lee, Ms. Warren stated the goal of their agency is to reach as many warriors (veterans and their families, caregivers) as possible through a variety of multi-media outlets. In addition to the Public Service announcements, outreach events are held throughout the County in order to serve warriors. They engage in different areas of hospitals as well as the VA (Veterans Administration). They are regularly conducting outreach in a variety of mechanisms to ensure warriors know Wounded Warrior Project is available to them.

Commissioner Cheng noted the various inconsistencies within the data submitted by Wounded Warrior. Mr. Dukes clarified within the WWP Numbers Serviced, there was a typo and the dates should read October 1, 2015 through June 20, 2016. Additionally, the numbers related in the table only reflect the numbers provided to the Commission at the June 29, 2016 Commission Hearing. In response to Commissioner Cheng's questions regarding the data provided by WWP, Ms. Warren stated they are actively registering approximately 2,000 warriors at any given time; therefore they would have to report back to provide research on their data to correctly reflect the numbers specifically to Los Angeles County.

Secretary Lee referenced the financial report submitted by Wounded Warrior regarding advertising. Within the annual revenue of \$400 Million, there is approximately \$80 Million in advertising. Secretary Lee asked if the expenditure mostly came from in-kind contributions which is free air time for TV and radio and free space in printed media. In response to free advertising, Mr. Dukes stated Wounded Warrior Project does not actually buy any direct time, space or airtime in or from Los Angeles County. They buy a national allotment that is indirect to Los Angeles County.

Commissioner Morrill questioned on paragraph two (2) of Question #2 of the report, what were the specific 211 events with LA county residents' participation? Mr. Dukes stated the events were a variety of programs and services events such as alumni events. Mr. Dukes clarified, of the 648 events, 211 events may or may have not been events held in Los Angeles County; they are events attended or participated by people, warriors/family members whose addresses are identified in Los Angeles County. Commissioner Morrill reiterated the question to ask, how many events were held in Los Angeles County? President Campbell, added to state, the Commission has asked for the specific deliverables within Los Angeles County. A footnote can be provided with the statement that of that reported; various warriors may have allotted to utilize services online, etc. Commissioner Cheng asked, of the 211 events, were any of them held in Los Angeles County? Mr. Dukes could not provide specific data. President Campbell along with Commissioner Morrill referred to Mr. Dukes' response at the last meeting, where he testified there were four WWP employees in Los Angeles County that serve Los Angeles County veterans. They asked if these individuals would be able to identify the events/services that they were involved with for Wounded Warrior Project. Mr. Dukes agreed to provide a breakdown of locations and events that have been attended by residents of California held in Los Angeles County. Secretary Lee asked that Mr. Dukes also include in the reporting, any event that will be held within Los Angeles County for next year and upcoming years. President Campbell also added that specifics on what outreach was done with the Veterans Administration service centers within Los Angeles County and what other types of outreach programs does Wounded Warrior have to reach the people of Los Angeles County should be included in the reporting.

To respond to questions posed by Commissioners Morrill and Vasquez regarding their budget, Ms. Warren and Mr. Dukes stated their agency does not know how much each event costs as each department has their own budgets and do not know actual event costs. The amounts are not matched with any one particular event, but with the Departments dollar amount, goal and overall budget. Each particular Department monitors and manages each event budget within each Departments overall budget.

President Campbell asked about media that was still ongoing since receiving the "Cease and Desist" letter on April 29, 2016. Ms. Warren stated the television buys for fund raising have been suspended in Los

Los Angeles County; therefore there is no media buys that can be calculated for Los Angeles County for fund raising purposes. She added that PSAs are free media that Wounded Warrior Project does not have control over. They are publically available within the Wounded Warrior website. Ms. Warren added that PSAs do not have any fund raising appeals and therefore do not fall in to charitable solicitations. Commissioner Morrill pointed out, that while PSAs are run by the media outlets whenever they can find free airtime, the company who created the message is still in control and can/would certainly be able to cancel them. Ms. Warren responded that PSAs do not have fund raising appeals are continuing to run because they do not fall under charitable solicitations. President Campbell then asked if there were information provided as a donation appeal? Ms. Warren and Mr. Dukes stated they would have to report back to the Commission on the matter.

After discussion, on motion of President Renée Campbell, seconded by Commissioner Morrill, requested a report back by Wounded Warrior Project, Inc. be submitted to help answer some of the unanswered questions on or before August 3, 2016 for review and continue the item for further discussion and consideration at the meeting of August 10, 2016:

- Update data submitted from the table shown on Question #2 to reflect the full Fiscal Year October 1, 2015 to date;
- Of the 211 events held and attended by LA County residents, which events were held in Los Angeles County;
- Of the 211 events, how many Los Angeles County residents went to each event;
- Breakdown of event costs held in Los Angeles County, if any;
- In response to Questions for Item #4, provide the specific information on the grantees and other organizations that WWP has donated to and has active programs within Los Angeles County such as UCLA, USC and U.S. Vets;
- Provide the media annex information on Los Angeles County in television, media or print;
- Regarding PSAs, clarify, as stated by President Campbell, the messaging within the PSA's available for download on the website.

**Attachments:**    [SUPPORTING DOCUMENT](#)

3.     Hearing on application for Game Arcade, Business ID# 137611, to issue a new license to Joshua G Cardona for Flying J Travel Plaza #616 located at 42810 Frazier Mountain Park Road, Lebec, CA 93243 in the Fifth District. (Continued from the meeting of June 22, 2016.) (16-2711)

**Eric Barnes, Treasurer and Tax Collector's Office (TTC), reported on the application of Joshua G. Cardona for Flying J Travel Plaza and noted the applicant had obtained all the necessary County approvals. TTC had no objection to the issuance of a new license.**

**In response to questions posed by the Commission, Mr. Joshua G. Cardona, General Manager for Flying J Travel Plaza, reported that the business operates 24 hours, seven days a week and has 30 employees and six (6) managers. The business is at a truck stop that offers a variety of accommodations for truck drivers including game arcades. Due to the variety of truck drivers and families who frequently stop at the business, the arcade games are child friendly. There is no security for the business; however, the maintenance staff and managers monitor in and around the business.**

**After discussion, on motion of President Renée Campbell, seconded by Secretary Shan Lee, this item was approved with the following vote:**

**Ayes:**    4 -    President Renée Campbell, Secretary Shan Lee,  
   Commissioner Priscilla Cheng and Commissioner  
   Genevieve Morrill

**Abstentions:**    1 -    Commissioner Sara Vasquez

**Attachments:**    [SUPPORTING DOCUMENT](#)

4.     Hearing on application for Massage Parlor - General, Business License ID# 142554, to issue a new license to Thomas Li for Happy Foot Spa, located at 25866 MCBear Parkway, Valencia, Ca 91355 in the Fifth District. (16-3153)

**Nicole Love, Treasurer and Tax Collector's Office (TTC), reported on the application of Thomas Li for Happy Foot Spa and noted the applicant had obtained all the necessary County approvals. TTC had no objection to the issuance of a new license.**

In response to questions posed by the Commission, Mr. Thomas Li, with a translator Ms. Li, reported that the business is a body and foot massage and operates seven days a week from 10:30 a.m. to 9:30 p.m. It has 12 chairs and 10 licensed technicians. Laundry services are done on-site separated with a door at the back office. It also has a private room separated with curtains and has two (2) chairs in it and one (1) semi-private room. Pictures of the business were submitted.

After discussion, on motion of Commissioner Sara Vasquez, seconded by Secretary Shan Lee, this item was approved with the following vote:

**Ayes:** 5 - President Renée Campbell, Commissioner Sara Vasquez, Secretary Shan Lee, Commissioner Priscilla Cheng and Commissioner Genevieve Morrill

**Attachments:** [SUPPORTING DOCUMENT](#)

5. Hearing on application for Massage Parlor - General, Business License ID# 142568, to issue a new license to Yaping Shao for Rowland Massage Inc., located at 1758 Sierra Leone Avenue #D, Rowland Heights, Ca 91748 in the Fourth District. (16-3776)

Nicole Love, Treasurer and Tax Collector's Office (TTC), reported on the application of Yaping Shao for Rowland Massage Inc. and noted the applicant had obtained all the necessary County approvals. TTC had no objection to the issuance of a new license.

In response to questions posed by the Commission, Mr. Yaping Shao with a translator, Ms. Shu Chen Zeitouny, reported that the hours of operation are from 10:00 a.m. to 10:00 p.m. seven days a week. Photos of the business were submitted. The business has 11 chairs with six (6) licensed technicians. There are two (2) chairs in a private room with no doors. Laundry services are done on-site.

After discussion, on motion of Secretary Shan Lee, seconded by Commissioner Priscilla Cheng, this item was approved with the following vote:

**Ayes:** 5 - President Renée Campbell, Commissioner Sara Vasquez, Secretary Shan Lee, Commissioner Priscilla Cheng and Commissioner Genevieve Morrill

**Attachments:** [SUPPORTING DOCUMENT](#)

6. Hearing on application for issuance of a new Information Card and Notice of Intention to Solicit to Humane Society Wildlife Land Trust, located at 2100 L Street, NW, Washington, DC 20037 located out of State. (Continued from the meeting of June 29, 2016 and July 27, 2016.) (16-3246)

**Staff Emma De Jesus reported that the business is in transition of changing staff and requested the item be continued to September 28, 2016.**

**After discussion, on motion of President Renée Campbell, seconded by Commissioner Genevieve Morrill, there being no objection, this item was continued to September 28, 2016.**

**Attachments:**    [SUPPORTING DOCUMENT](#)

7. Hearing on application for issuance of a new Information Card and Notice of Intention to Solicit to Humane Society Legislative Fund, located at 2100 L Street, NW, Washington, DC 20037 located out of State. (Continued from the meetings of June 29, 2016 and July 27, 2016.) (16-3247)

**Staff Emma De Jesus reported that the business is in transition of changing staff and requested the item be continued to September 28, 2016.**

**After discussion, on motion of President Renée Campbell, seconded by Commissioner Genevieve Morrill, there being no objection, this item was continued to September 28, 2016.**

**Attachments:**    [SUPPORTING DOCUMENT](#)

8. Hearing on application for issuance of a new Information Card and Notice of Intention to Solicit to Humane Society of the United States, located at 2100 L Street, NW, Washington, DC 20037 located out of State. (Continued from the meetings of June 29, 2016 and July 27, 2016.) (16-3248)

**Staff Emma De Jesus reported that the business is in transition of changing staff and requested the item be continued to September 28, 2016.**

**After discussion, on motion of President Renée Campbell, seconded by Commissioner Genevieve Morrill, there being no objection, this item was continued to September 28, 2016.**

**Attachments:**    [SUPPORTING DOCUMENT](#)



**III. MISCELLANEOUS****9. Commissioner's Comments. (16-3650)**

**President Campbell reiterated the continuations for discussing the request by Wounded Warrior Project, Inc., and requested staff assure a teleconference line be available for the meeting of August 10, 2016.**

**In review of the Hearing Calendar, staff noted a quorum has already been confirmed for the August 3, 2016 meeting. The August 10, 2016 meeting is scheduled for continued discussion for Wounded Warrior Project, Inc. The August 17, 2016 meeting has three items scheduled. Commissioner Priscilla Cheng noted she will not be available for the August 24, 2016 meeting. Commissioner Sara Vasquez noted she will not be available for the August 24 and 31, 2016 meetings.**

**Public Comment****10. Opportunity for members of the public to address the Commission on items of interest that are within the jurisdiction of the Commission. (16-3651)**

**No members of the public addressed the Commission.**

**Adjournment****11. Adjournment for the meeting of July 27, 2016. (16-3652)**

**On motion of President Renee Campbell, seconded by Commissioner Genevieve Morrill, and unanimously carried, the meeting adjourned at 10:42 a.m.**